

*Dear colleague,*

As a professional with an interest in Dementia Care, we very much hope you will wish to attend this important conference. Please complete the booking form on the back page. We would be most grateful if you would also forward the brochure to those who you believe would also benefit from the conference.

Yours sincerely,

*Shital Patel*

Events Director



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# Conference Outcomes matter in dementia care:

meeting the National Dementia  
Strategy and Care Quality  
Commission's new requirements

**Clarendon Suites  
Birmingham, 22 September 2011**

Organised by

The Journal of  
**DementiaCare**

In association with:

**Dementia Care Matters**  
& Division of Health and Social Care,  
University of Surrey



**HAWKER  
CONFERENCES**

Hawker Publications, Culvert House, London SW11 5DH, 020 7720 2108, ext 214  
[www.careinfo.org/conferences.php](http://www.careinfo.org/conferences.php), [alex@hawkerpublications.com](mailto:alex@hawkerpublications.com)

# Outcomes matter in dementia care:

## Meeting the National Dementia Strategy and Care Quality Commission's new requirements

This conference will celebrate achievements in the dementia care home sector and provide assistance on how to meet the new 'Outcomes framework' for regulation and inspection of care homes.

9.15-9.45am *Registration. Refreshments and exhibition viewing*

9.50am **Chair's introduction:** David Sheard, Founder/CEO, Dementia Care Matters

10.00-10.45 **Lights, camera, action! Improving and evidencing quality of life in care homes**

Chris Gage, CEO/Creative Director and Jude Sweeting, Trainer, Coach and Development Consultant, Ladder to the Moon will describe how a combination of creative interventions and intensive coaching for staff can bring about lasting change in the quality of life for people with dementia, and how this improvement can be demonstrated in line with new CQC criteria. *Followed by questions and discussion*

10.50-11.20 **Meeting the new 'Outcomes Framework':**

**How will the Care Quality Commission assess care homes' evidence?**

Jane Rumble from the Care Quality Commission (Hereford and Worcestershire) will explain how the new framework for regulation and inspection will work in practice, and what changes care homes can expect to their relationship with the regulator at national and local levels. *Followed by questions and discussion*

11.30-12.00 *Refreshments and exhibition viewing*

12.00-1.00pm **PARALLEL SESSIONS**

**1. MEASURING OUTCOMES FOR A PERSON CENTRED CULTURE: THE 360 STANDARD FRAMEWORK**

Rosemary Hurtley, Director, 360 Forward, will discuss how residents, staff and relatives define a good culture in a care home, what do managers do to make it happen and how to provide evidence for this.

**2. MAKING IT REAL: OVERCOMING THE BARRIERS TO ACHIEVING PERSON-CENTRED OUTCOMES IN CARE HOMES**

In this session, inspirational care home managers will share their experiences:

- Turning a dementia care home around - Glenda Barker, Ashbrook Court Care Home, London
- Changing from 'old culture' nursing standards to person-centred outcomes - Ann Gray, Coombe House, Cornwall
- The struggle to achieve good quality outcomes (what it really takes) - Mandy Masters, Operations Director and Helen Gosling, Home Manager, Kingsley Healthcare
- Maintaining momentum: how to keep dementia care practice at a consistently high level - Karen Sell, Home Manager, Norse Care

**3. HOW TO WRITE OUTCOME EVIDENCE FOR CQC ON PERSON-CENTRED DEMENTIA CARE**

Caroline Roberts, Regulation Team, and Sheena Wyllie, Director of Dementia Services, Barchester Healthcare will lead discussion on the best ways to collect and document evidence of good care and support that improves the quality of life for people with dementia in care homes.

**4. COACHING 'BUTTERFLIES' ACROSS THE UK: NEW DEMENTIA CARE MATTERS TEAM MEMBERS IN ACTION.**

Care home providers will learn how 32 demonstration sites at various stages of development are achieving the transfer of Dementia Care Matters' model into positive outcomes in dementia care. Led by Helen Walton, Daren Felgate, Gillian Brooks and Jenny Mackenzie of Dementia Care Matters.

**About the organisers:** The *Journal of Dementia Care* is a multidisciplinary journal for all professional staff working with people with dementia, in hospitals, nursing and residential care homes, day units and the community. It is published by Hawker Publications Limited, which also publishes *Caring Times* and a series of NVQ training handbooks. For details of our other conferences and publications, visit [www.careinfo.org](http://www.careinfo.org)

**Cancellations and changes:** Cancellations received in writing seven working days before the event will be subject to a £25 administration fee. After this date it is regretted that no refunds can be made nor invoices cancelled. Substitution of delegates is acceptable at any time. In the event of cancellation by the organisers, liability will be restricted to a refund of the fees paid. It may be necessary for reasons beyond the control of the organisers to make changes to speakers, content or timing of the programme.

1.00-2.00pm *Lunch and exhibition viewing*

## 2.10-3.10 **PARALLEL SESSIONS**

### 1. LEARNING HOW TO WRITE OUTCOMES IS A NEW SKILL

This workshop with Daren Felgate, Consultant Trainer, Dementia Care Matters, will explore how to shift from describing 'care processes' to achieving outcomes in dementia care homes. It's no longer the how that matters as long as you get there. A dementia care home has to be able to give a promise and guarantee of outcomes. This means balancing quality of service and quality of life outcomes. Using elements of Dementia Care Matters' new publication, come along to practise writing end results to provide evidence of meeting CQC requirements.

### 2. MAKING IT REAL: OVERCOMING THE BARRIERS TO ACHIEVING PERSON-CENTRED OUTCOMES IN CARE HOMES

In this session, inspirational care home managers will share their experiences:

- Turning a dementia care home around – Glenda Barker, Ashbrook Court Care Home, London
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- Maintaining momentum: how to keep dementia care practice at a consistently high level – Karen Sell, Home Manager, Norse Care

### 3. WHAT PEOPLE WITH DEMENTIA AND THEIR FAMILIES EXPECT FROM CARE HOMES

Heather and Dave Roberts will lead discussion on the outcomes that people with dementia themselves and their families and carers expect from care homes.

### 4. COACHING 'BUTTERFLIES' ACROSS THE UK: NEW DEMENTIA CARE MATTERS TEAM MEMBERS IN ACTION.

Care home providers will learn how 32 demonstration sites at various stages of development are achieving the transfer of Dementia Care Matters' model into positive outcomes in dementia care. Led by Helen Walton, Daren Felgate, Gillian Brooks and Jenny Mackenzie of Dementia Care Matters.

3.15-4.00

### 'Out comes more non-sense': Alice in Wonderland in dementia care?

David Sheard will launch Dementia Care Matters' new publication *ACHIEVING: positive outcomes in dementia care homes*.

4.00pm

*Tea and close*

- ✓ Personal training
- ✓ Resources for colleagues
- ✓ Debate and discussion
- ✓ Networking opportunities
- ✓ Expert speakers
- ✓ Certificate of attendance
- ✓ In-depth workshops
- ✓ Run by experienced JDC team

## Who should attend

- ✓ Care home managers
- ✓ Care workers
- ✓ Clinical psychologists
- ✓ Commissioners and providers
- ✓ Community mental health teams
- ✓ Dementia care staff
- ✓ Inspection teams
- ✓ Mental health service managers
- ✓ Nursing staff
- ✓ Old age psychiatrists
- ✓ Occupational therapists
- ✓ Physiotherapists
- ✓ Project managers
- ✓ Social care workers
- ✓ Speech and language therapists

## Conference themes

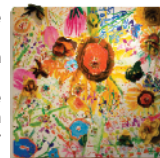
- ✓ Improving quality of life in care homes
- ✓ Training and staff development
- ✓ The National Dementia Strategy
- ✓ Providing evidence for CQC requirements
- ✓ Evidence-based practice
- ✓ Person-centred approach
- ✓ New ideas and perspectives

## About the venue:

Clarendon Suites  
2 Stirling Road  
Edgbaston  
Birmingham B16 9SB

Full travel, accommodation and invoicing information will be sent with booking confirmation.

The cover image shows a detail from *Three Blurred Red Swans on the Silver Palace Gates*, a group textile piece by members of the Pullen Day Centre in Pimlico. It is featured in the 2011 JDC Creativity in Dementia Care Calendar, copies of which are available from Hawker Publications. Email [remi@hawkerpublications.com](mailto:remi@hawkerpublications.com) or call 020 7720 2108 ext 211.



# Birmingham Dementia Care 2011 Booking Form

**To guarantee your place at this conference, please supply all the information requested:** • Please supply delegate details – a booking confirmation email will be sent to the first named person • Please give us the appropriate payment details – you must fill in one of the five payment options to secure your place • Please supply full contact details and the address of the organisation or department paying for your conference places. **Late bookings: If you are booking within 14 days of the conference, payment or a purchase order must be enclosed with your booking.**

**Save a further 10% by booking online at [www.careinfo.org/conferences.php](http://www.careinfo.org/conferences.php)**

## 1. DELEGATE DETAILS

Please list all delegates attending. A booking confirmation email will be sent to the first named delegate (Name 1). Please tick the box at end of each email address line if the address holder would not like to receive information from Hawker Publications/Hawker Events by email.

Name 1: \_\_\_\_\_

Position: \_\_\_\_\_

Company/organisation: \_\_\_\_\_

Address for delegate information: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_

Email address: \_\_\_\_\_

\_\_\_\_\_

Name 2: \_\_\_\_\_

Position: \_\_\_\_\_

Email address: \_\_\_\_\_

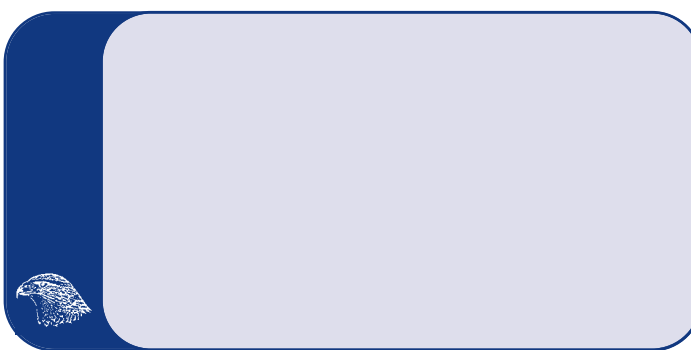
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Name 3: \_\_\_\_\_

Position: \_\_\_\_\_

Email address: \_\_\_\_\_

\_\_\_\_\_



**CLOSING DATE FOR BOOKINGS:  
Friday, 16 September 2011**

Please amend any of the details in the address panel above that are incorrect.

Send this form now to: Alex Palmer,  
Hawker Publications, Culvert House,  
Culvert Road, London SW11 5DH  
Fax: 020 7498 3023  
Email: [alex@hawkerpublications.com](mailto:alex@hawkerpublications.com)

## 2. PAYMENT

Cost per person: £154.00 plus VAT@20% (£184.80).

**Special offer:** Book two or more delegates from the same organisation and receive a 10% discount on all bookings: £138.60 per person plus VAT@20% (£166.32).

Please fill in the number of places and tick one method of payment.

### NUMBER OF PLACES

I would like to book \_\_\_\_\_ conference place(s). Total amount: \_\_\_\_\_

### INVOICE

We can invoice your organisation with a Purchase Order, but only if you provide a purchase order number. Please attach the order to this form. Purchase Order number: \_\_\_\_\_

### CHEQUE

I would like to book \_\_\_\_\_ conference place(s). Total amount: £\_\_\_\_\_. Please note: All cheques should be made payable to HAWKER PUBLICATIONS LTD.

### BACS

Barclays Bank. Sort code: 20-65-63. Account number: 60438324. Please give the name in section 3 below as a payment reference. Send confirmation of remittance to Shital Patel at the address at the bottom of the left-hand column of this form.

### CREDIT CARD

Mastercard/Visa/Maestro (please select card type)

Card No: \_\_\_\_\_

Expires: \_\_\_\_\_

Issue no. (Maestro only): \_\_\_\_\_

Valid from (if on card): \_\_\_\_\_

Last 3 digits on the signature strip of card: \_\_\_\_\_

Name on card: \_\_\_\_\_

House number of billing address: \_\_\_\_\_

Postcode of billing address: \_\_\_\_\_

Signature: \_\_\_\_\_

## 3. INVOICING/PAYMENT ADDRESS

Please complete the section below giving the details of the person responsible for payment.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company/organisation: \_\_\_\_\_

Address for invoice: \_\_\_\_\_

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Tel: \_\_\_\_\_

Fax: \_\_\_\_\_